

5

## **SYSTEM AND METHOD FOR DYNAMICALLY GENERATING CONTENT ON A PORTABLE COMPUTING DEVICE**

10

### **ABSTRACT OF THE DISCLOSURE**

A method of operating a portable computing device comprises receiving broadcast information including a data repository and formatting information. Creation of a search query is facilitated, and a search result is retrieved from the data repository based upon the search query. The search result is transformed in accordance with the formatting information to produce formatted content.

15

20